Davi Aires

Senior Product Designer skilled in crafting user-centric solutions that drive business growth and elevate user experiences. Proven expertise in strategic design leadership, cross-functional collaboration, and delivering high-impact digital products. Proficient in design systems, user research, and agile methodologies, with a strong focus on aligning design strategies with business goals.

https://www.linkedin.com/in/davi-aires/
https://bit.ly/daviaires-portfolio
daviairesasd@gmail.com

EXPERIENCE

JN Moura Sistemas de Gestão, Remote — *UX Design Lead*

August 2022 – Present

Led the design team in the ideation, development, and launch of FlipeOn, a B2B SaaS product for commercial automation, including ERP and management systems.

Designed and implemented a low-code checkout experience for desktop and mobile platforms, reducing development time while maintaining high usability standards.

Reduced churn by 15% and increased lead conversion rates through user-centered design strategies and data-driven decision-making.

Established and maintained design systems, ensuring consistency and scalability across platforms and features.

Collaborated closely with product managers, engineers, and stakeholders to align product roadmaps with user needs and business objectives.

Costa Crociere S.p.A, Remote — *Senior Product Designer*

July 2023 – November 2023

Designed and delivered a B2C checkout experience for maritime users, ensuring seamless integration across web and mobile platforms.

Conducted comprehensive user research and usability testing, translating insights into actionable design improvements.

Developed high-fidelity prototypes and facilitated smooth handoff to development teams, reducing implementation errors.

Enhanced the customer journey, leading to improved user satisfaction and transaction completion rates.

Laudite, Remote — *Senior Product Designer*

October 2021 – October 2022

As unique UX Designer in a fast-growing health tech leveraging AI to enhance radiologists' efficiency in analyzing radiological exams.

Drove 300% company growth by designing and delivering three key features:

SKILLS

UI/UX Design

Design Systems Development

User Research & Personas

Journey Mapping

Interaction Design

Prototyping (Figma, Sketch)

A/B Testing & Analytics

Agile Product Development

Stakeholder Collaboration

Team Leadership

Project Management

LANGUAGES

Portuguese: Native

English: Proficient (C1)

Plugin integration with Rede D'Or and Fleury Hospitals, two major players in the Brazilian healthcare market.

A Form Builder that streamlined workflows and improved user autonomy.

A comprehensive redesign of the platform, enhancing usability and user satisfaction.

These solutions doubled radiologists' productivity in generating reports, significantly impacting operational efficiency.

Implemented user discovery frameworks, conducted competitor benchmarking, and collaborated with cross-functional teams to align product goals with user needs.

EDUCATION

Accenture, Remote — *Online Course*
September 2021
Focused on digital transformation strategies and applying design thinking in business contexts.

IBM College, Remote — *Online Course*
August 2021
Specialized in emerging technologies and user-centric design methodologies.

PROJECTS

MeuBeat.com — *All-in-one productivity app*
Designed and launched an AI-powered virtual assistant to enhance productivity and streamline personal organization.

Developed an intuitive user interface and workflow system, resulting in a 300% increase in user engagement and higher retention rates.

Integrated features like task management, note-taking, and personalized productivity insights to create a seamless user experience.

MeuStory.com — *Graphic Elements Marketplace*
A digital platform designed to enhance your Instagram profile by providing a variety of free resources, including transparent shadows, decorative elements, and editable templates.

Achieved over 1 million impressions annually, showcasing its impact and popularity in the content creation space.